

## Remarks

### Status of the Claims

Claims 1-19, and 36-44 are pending in the application. All claims stand rejected. Claims 42 has been amended, claims 1-41, 43 and 44 have been cancelled, and new claims 45-48 have been added. Reconsideration of all pending claims herein is respectfully requested.

### Claim Rejections

Claims 18, 36, 37, 39-41, and 44 were rejected under 35 U.S.C. 103(a) as being unpatentable over Lash et al. ("Lash") in view of Allibhoy et al. ("Allibhoy"). Claim 42 and 43 was rejected under 35 U.S.C. 103(a) as being unpatentable over Lash in view of Allibhoy and further in view of Blacketter et al. ("Blacketter"). Claims 1-6, 8-14, and 19 were rejected under 35 U.S.C. 103(a) as being unpatentable over Reynolds et al. ("Reynolds") in view of Allibhoy. Claims 7 and 15-17 was rejected under 35 U.S.C. 103(a) as being unpatentable over Reynolds in view Allibhoy and further in view of Blacketter. Claims 38 was rejected under 35 U.S.C. 103(a) as being unpatentable over Lash in view of Allibhoy and further in view of Alao et al. ("Alao").

As amended, claim 42 recites a method for modifying enhanced programming for an interactive television system, comprising:

intercepting a first trigger at a cable operator facility, the first trigger being embedded in a television broadcast and comprising a first link and a prompt, the prompt calling for a single action for displaying information associated with the first link;

creating a second trigger by ***adding a second link to the first trigger and changing the prompt associated with the first trigger to call for at least two alternative actions including a first action for displaying information associated with the first link and a second action for displaying information associated with the second link***; and

replacing the first trigger with the second trigger within the television broadcast.

Such a process is illustrated in FIG. 9 of the present application, which is reproduced below for the Examiner's convenience.

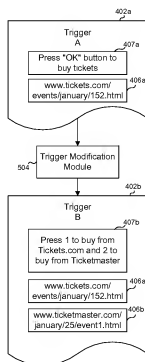


FIG. 9

As illustrated, Trigger A includes a prompt 407a calling for a single action ("press OK to buy tickets") and a single link to be executed in response to the action being taken. A trigger modification module 504 creates Trigger B by adding a

second link 406b to Trigger A. In addition, the trigger modification module 504 changes the prompt 407b to call for at least two alternative actions ("Press 1 to buy from Tickets.com and 2 to buy from Ticketmaster").

The Office Action admits that "Lash does not explicitly teach the first trigger comprising a first link and creating the second trigger by appending a second link to the first link." Office Action at page 4. However, the Office Action points to Blacketter for these limitations. Specifically, the Office Action refers to FIG. 3 of Blacketter, which shows different sports pages 322 being displayed depending on what language a user selects. The language may be selected by clicking on one of the language links 324 (ENG, SPAN, GER).

Applicant respectfully submits that Blacketter does not cure the deficiencies of Lash for at least the following reasons.

1. Blacketter's "enhancement triggers" have nothing to do with the claimed triggers, which links invoked by a user in response to a prompt.

According to Blacketter, enhancement triggers are used to update a web page with scores or other information:

Content provider 302 can update the information on any of pages 318, 322, 326, 328, and 330 by directing an enhancement trigger to the specified page. For example, the ***displayed score on page 334 might be updated by broadcasting the following enhancement trigger:***

<<http://www.broadcaster.com/programs/sports/english.html>> [script:score(4,7)][95f6].

Col. 3, lines 26-33 (emphasis). There is no teaching or suggestion in Blacketter that user action is required to update the score. Indeed, it would be undesirable for

one of Blackketter's enhancement triggers to include a prompt calling for the user to press a button each time a score update is received. Thus, Blackketter's enhancement triggers are not the claimed triggers, which include a prompt calling for an action by the user, let alone multiple alternative actions.

2. Blackketter does not teach modification of a trigger to new link and a new prompt calling for at least two alternative actions.

More fundamentally, Blackketter doesn't teach modification of his enhancement triggers. The triggers are, themselves, modifications or updates of a website. However, there is no teaching or suggestion in Blackketter (or any of the references) of modifying a trigger to include a new link that was not already present when the trigger was intercepted. Moreover, there is no teaching or suggestion in Blackketter (or any of the references) of changing the prompt associated with a trigger to call for two or more alternative actions including a first action for displaying information associated with the first link and a second action for displaying information associated with the second link.

3. Blackketter's different language versions have nothing to do with triggers containing multiple links.

As noted above, the Office Action points to FIG. 3 of Blackketter, which shows different versions of a sports page 322 based on which language link 324 a user selects. However, a web page with multiple language links 324 is not a trigger. The fact that a user can click on a "ENG" link 324 to have an English page displayed is well known in the art. Blackketter's reference to "enhancement links" in this context

relates to how a score update can be used in each of the different language versions. There is absolutely no teaching in Blacketter that an enhancement trigger is responsible for language selection, or that an enhancement trigger is modified to add a link, as claimed.

Applicant is unsure how the Office Action is arguing that the adding/appending limitation is satisfied. If, for example, the Office Action is referring to the directory hierarchy 308 of FIG. 3, Applicants respectfully submit that this is not a trigger, but an arrangement of files and folders in a tree-like structure. A user can access one of the HTML files (e.g., ENGLISH.HTML) by following the appropriate URL: [www.broadcaster.com/programs/sports/english.html](http://www.broadcaster.com/programs/sports/english.html). However, a person of ordinary skill in the art will recognize that the directory hierarchy 308 is not a compound link or a trigger including multiple links.

Applicants have amended claim 42 to clarify the structure of a trigger and the method by which a trigger is modified. As amended, claim 42 recites “**adding a second link to the first trigger and changing the prompt associated with the first trigger to call for at least two alternative actions including a first action for displaying information associated with the first link and a second action for displaying information associated with the second link.**”

Blacketter does not disclose or suggest creating a second trigger by adding a second link to a first trigger. Likewise, Blacketter does not disclose or suggest “changing a prompt associated with the first trigger to call for at least two alternative actions.” Indeed, as discussed above, Blacketter does not even disclose the claimed triggers. According to the specification:

triggers 402 typically include one or more prompts 407.  
A prompt is generally a text-based message that notifies  
the viewer as to the availability of the enhanced content  
404.

As shown above in FIG. 9 and required by the claim language, a prompt is not the same as a link. The prompt is a message that is displayed to the user to inform the user about the availability of the enhanced content associated with the trigger, *e.g.*, "press OK to buy tickets." As claimed, the modification of the first trigger includes changing the prompt to call for alternative options, *e.g.*, "Press 1 to buy from Tickets.com and 2 to buy from Ticketmaster." Neither Blackketter nor any of the other cited references such a modification of a trigger intercepted at a cable operator facility.

As argued in Applicants' previous responses, none of the other cited references disclose or suggest "adding" or "appending" a second link to a first link to create a second trigger. For example, Reynolds does not disclose or suggest adding links (or anything else) to a trigger. Reynolds mentions substitution of national content with local content, but certainly does not disclose or suggest the claimed step of "creating a second trigger by adding a second link." Substituting local content for national content could hardly be referred to as "adding" an option for the local content to the option for the national content. If item A is substituted for item B, item A is gone. Thus, Reynolds teaches away from the claimed invention.

#### Claim 47

New claim 47 recites that "the first link facilitates a purchase from a first vendor and ... the second link facilitates a purchase from a second vendor." An

intercepted trigger may include a link that only allows a purchase from a single vendor (*e.g.*, tickets.com). However, by modifying the trigger to include a second link for a second vendor (and by correspondingly changing the prompt), the recipient is provided with a greater range of choices. The cited references do not disclose or suggest adding links to triggers embedded in a broadcast stream to provide expanded choices for a user.

### Conclusion

Applicants respectfully submit that all independent claims, as amended, are patentably distinct and in condition for allowance. All dependent claims are likewise patentably distinct and allowable by virtue of their dependency upon an allowable claim. A Notice of Allowance is respectfully requested.

Respectfully submitted,

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